



Request for Proposals

Central Business District Study

City of Rye, New York

1051 Boston Post Road, Rye, New York 10580

www.ryeny.gov

Sealed proposals addressed to the City of Rye for ***CONSULTANT SERVICES – CENTRAL BUSINESS DISTRICT STUDY*** will be received at the, Rye City Hall, 1051 Boston Post Road, Rye, NY 10580 ATTN: City Planner until **2:00 P.M., Friday, November 4, 2005.**

NOTICE TO PROPOSERS

THE CITY RESERVES THE RIGHT TO REJECT ANY OR ALL PROPOSALS IN PART OR FULL AND TO WAIVE ANY TECHNICALITIES OR INFORMALITIES AS MAY BEST SERVE THE INTERESTS OF THE CITY.

SECTION I - INTRODUCTION

A. Purpose of the Request

The purpose of this request for proposals (RFP) is to seek a qualified consultant to assist the City of Rye (the City) with a planning process and prepare reports including an assessment of existing conditions and recommendations and strategies to improve and enhance the City's Central Business District (CBD). In that process the consultant shall assist the City in defining a vision for the CBD and improving understanding of the City's market position in the region.

B. Background

The City of Rye, New York is located in the southeastern portion of the State on the Long Island Sound in Westchester County, approximately 25 miles northeast of New York City, at the intersection of Interstates 287 (east-west) and 95 (north-south). Among the City's most valued assets is its Central Business District (CBD). Purchase Street between Boston Post Road and the Metro-North Bridge constitutes the quarter-mile core of the CBD (see Figure 1). The CBD retains a historic character and village-like feel of what can best be described as a traditional Main Street. By some measures Rye's CBD is successful. Vacancies are low, rents relatively high (between \$35 and \$55 per square foot), considerable CBD use (as noted by frequent periods of limited parking availability) and many "high-end" businesses and services that cater to customers with high disposable income.

In recent years, however, there have been changes in the CBD that have been troubling for the community. There has been a notable decline in the number of retail businesses. This trend had been occurring for decades, but seemed to abate somewhat with the emergence of national or regional chain retailers on Purchase Street. In recent months these uses (including, The Gap, Imaginarium, Persnickety, J. Pockers) have closed. These spaces have converted to non-retail uses including restaurants, banks and specialty foods. Banks have been particularly troubling for the community. In the last year the number of banks in the CBD increased from 5 to 9 and others are actively seeking space. There is a perception that these changes are hurting the CBD and that the changes in the mix of uses will adversely impact the business environment since there may be less of a reason to shop and be in Rye.

In the spring of 2005 the Rye City Planning Commission created a subcommittee assisted by its City Planner to evaluate the conditions of the CBD. The subcommittee has met several times over the past few months and interviewed selected CBD property owners, commercial brokers and business operators. The subcommittee has learned a great deal regarding market forces in the region and what improvements and changes may help Rye, but needs additional assistance from professionals experienced with "Main Street" planning issues. This RFP seeks qualified professionals to assess the CBD's current strengths, weakness, opportunities and threats and to recommend alternative strategies that keep Rye competitive and desirable.

C. Scope Of Work

The Consultant shall provide the following services and deliverables:

1. TASK 1: Assessment of Existing Conditions

The Consultant shall review existing conditions in the CBD and identify its strengths, weakness, opportunities and threats. This assessment shall include a review of all components that are relevant to a CBD, including, but not limited to the following:

- Identification of issues and opportunities in the CBD.
- Review and assessment of existing land uses in the CBD
- Review and assessment of existing physical elements such as infrastructure, parking, streetscape, building condition, etc.
- Review and assessment of existing City laws, policy and funding related to the CBD
- Review of existing economic and market conditions in the City and an assessment of the Rye CBD's competitive market position in the region.
- Other information deemed relevant by the consultant.

The Rye City Planner will assist the consultant in obtaining all relevant background information maintained by the City, including, but not limited to the following:

- 2000 GIS data including Tax Assessor information and aerial photography.
- Current and historical land use surveys by floor, type and floor area.
- Streetscape Study (see: www.ryeny.gov under "Planning Dept.")
- 2001 Parking Study (see: www.ryeny.gov under "Planning Dept.")
- Current parking usage data
- Prior parking studies
- Rye City Zoning Code and other relevant City Code chapters.

In an effort to reduce costs the City Planner may also provide other additional assistance to the consultant, however these tasks must be identified by the consultant in its proposal.

The consultant shall conduct at least one (1) meeting with City staff and at least one (1) evening meeting with a Rye City Planning Projects Team (PPT)¹. The purpose of the meetings is to obtain input from City interests in identifying issues, concerns and opportunities in the CBD. The consultant shall provide a draft written report including all of the information noted above. After submission of the draft report the consultant shall attend one (1) evening meeting with the PPT to discuss modifications

¹ The Planning Projects Team consists of six Rye residents who are members of the City Planning Commission, Traffic and Transportation Commission and Board of Appeals. The City reserves the right to modify the size of this committee to include other members and stakeholders.

to the draft report, as necessary. A final report shall be prepared including the comments of the PPT and City Staff.

No. of Meetings: 3 (minimum)

Deliverables: Draft Report: Assessment of Existing Conditions (10 Copies)
Final Report: Assessment of Existing Conditions (10 Copies)

Timeline: Draft Report: Complete within 45 days of 1st PPT meeting.
Final Report: Completed within 30 days of 2nd PPT meeting.

2. TASK 2: Recommendations and Implementation Strategies

The consultant shall provide a written draft report including recommendations and implementation strategies to improve and enhance the CBD. The recommendations shall advance a shared vision for the future of the CBD as expressed by the PPT and other stakeholders in the community. The consultant shall assist in helping define a realistic vision for the CBD based on identified economic, physical, regulatory, financial and other constraints.

Each recommended strategy shall include an appropriate level of detail and identify the cost, funding, effectiveness, responsibility and timeframe for implementation. The consultant shall conduct one (1) evening meeting with the PPT to discuss potential implementation strategies. There shall be a second evening meeting with the PPT to discuss and review the draft recommendations and implementation strategies report. A final report shall be prepared including the comments of the PPT and City Staff.

No. of Meetings: 2 (minimum)

Deliverables: Draft Report: Recommendations and Implementation Strategies (10 Copies)
Final Report: Recommendations and Implementation Strategies (10 Copies)

Timeline: Draft Report: Complete within 45 days of 3rd PPT meeting.
Final Report: Completed within 30 days of 4th PPT meeting.

D. Project Schedule and Cost

The desired completion date for the studies is within 5-6 months following award. Total cost, including expenses, shall not exceed \$25,000.

D. E. RFP Questions

Address questions concerning the technical requirements of this RFP to:

Christian K. Miller, AICP
City Planner
City of Rye
1051 Boston Post Road
Rye, New York 10580
Phone: (914) 967-7167
Fax: (914) 967-7185
Email: cmiller@www.ryeny.gov

SECTION II - PROPOSAL REQUIREMENTS

BIDDING INSTRUCTIONS

One (1) original and ten (10) copies of the proposal, marked “RFP CONSULTANT SERVICES – Central Business District Study” will be received until **2:00 P.M., Friday, November 4, 2005**. Submit proposals to: City Hall, 1051 Boston Post Road, Rye, NY 10580. Attn: City Planner

In order to provide each consultant an equal opportunity for consideration, adherence to a standardized proposal format is required. The format of your proposal must contain the following elements organized into separate chapters and sections, as you deem appropriate.

- Understanding the City's Requirements
- Approach, Workplan and Timetable
- Consultant Qualifications and Experience
- Experience and Capabilities
- References
- Cost Proposal
- Completed Affidavit

These elements parallel the basis of the City's proposal evaluation criteria. The City is not responsible for failure to locate, consider, and evaluate qualification factors presented outside of this format. The following paragraphs provide guidelines to each consultant for information to include in the proposal.

Understanding the City's Requirements

This section should confirm your understanding of this RFP and the planned project. In addition, it should clearly outline the scope and objectives of your proposed assistance as it relates to the scope and objectives of the total project and the requested product deliverables.

Approach, Workplan and Timetable

Describe your recommended approach and workplan regarding the assistance your firm will provide. You should clearly distinguish tasks that your firm will undertake as distinguished from those that are the responsibility of the City. Absence of this distinction will mean your firm is fully assuming responsibility for all tasks.

The proposal must address in depth how you plan to meet the requirements of each of the tasks and activities outlined in the "Scope of Work" of this RFP. The workplan must discuss the staffing level(s) required to complete each task, as well as the relative effort that each member of the proposed project team will devote to the project. The workplan also must include a task-by-task schedule of the time required to complete the project. The proposal should also discuss documentation and/or authorization, which will be required from the City, anticipated problem areas, proposed solutions to the problem areas, etc.

Workplan steps should be supported by the proposed hours you agree to commit to assist the City plus the hours and resources required by our staff to assist. You should clearly specify who has primary responsibility for each workplan element; you or the City's staff.

Set forth beginning and ending dates, deliverable, and major milestones for a proposed timetable that coincides with the proposed workplan.

Consultant Qualifications and Experience

This section must include the qualifications of the staff you will assign to this project once your firm is selected. At a minimum, the proposal should:

- Designate a Project Manager
- Include the organization, functional discipline, and responsibilities of project team members.
- Provide a complete resume or description of each team member's education, professional experience, length of time employed by your firm and/or a subcontractor.

The personnel named in the proposal shall remain assigned to the project throughout the period of the contract. No diversion or replacement may be made without submission of a resume of the proposed replacement with final approval of the City.

The proposing firm shall clearly state if it is proposing to subcontract any of the work herein. The names of subcontractors are to be provided and by proposing such firm(s) or individuals, the proposing firm assumes full liability for their performance.

The proposal must indicate the similar projects that have been completed by the members of the team.

Experience and Capabilities

The purpose of this section is to provide us with an overview description of your firm, plus your firm's commitment to the services set forth in this RFP and/or government clients in general. You should:

- Describe your firm's local office experience with similar projects for municipalities.
- Indicate whether or not your firm has an organized practice addressing the requested scope of services, who formally heads that practice and where that person is located.
- Describe your local office(s) that will service the City of Rye including size, area covered and principal contact person.

Also specify, in a similar manner with references, etc., the qualifications of any subcontractors to be used in this proposed project.

The City reserves the right to make such additional investigations as it may deem necessary to establish the competency and financial stability of any firm proposing. If, after the investigation, the evidence of competency and financial stability is not satisfactory, in the sole opinion of the City, the City reserves the right to reject the proposal.

References

This section of your proposal should:

- List or describe representative clients currently or recently served both nationally and by your local office focusing on clients similar in size and complexity to the City of Rye.
- Provide the current name, address, and telephone number of at least three specific references (preferably local governments) your firm has served either currently or in the past two years; preferably those where one or more of the members of your project team provided the same or similar services as requested herein.

Each reference should indicate the scope of services provided to and specific staff persons who worked with each referenced client.

Cost Proposal

This element of your proposal should contain the cost by task of your proposed services.

- Provide total fees or basis of charges for the completion of the planning study. Fees must be broken down by each of the tasks described in Section 1 of this RFP.
- Provide an estimate of the hours and hourly rates that will be required by various levels of your staff to complete the services described herein. Costs should include all items such as professional time, travel, data processing, forms, printing, and all other expenses. Fees must be broken down by each of the tasks described in Section 1 of this RFP.
- Provide your total fees or basis of charges for updating each of the above deliverables for at least four years beyond the initial contract year, if the City decides to contract for such updates.
- Explain and provide details of any conditions that might increase or reduce the cost of the proposed services such as contracting for any of the deliverables.

SECTION III – TERMS AND CONDITIONS

1. The City reserves the right to reject any or all proposals, to waive informalities in the process, provided the informalities do not affect the price, quality or performance, and to accept or reject any item or combination of items. The award will be made to the offeror whose proposal, in the opinion of the City is the best taking into consideration all aspects of the offeror's responses, including total net cost to the City. In the event that the offeror to whom the award is made does not execute a contract within 30 days from the award, the City may give notice to such offeror of intent to award the contract to the next most qualified offeror, or to call for new proposals.

The proposal shall remain binding 90 calendar days after the date of opening.

2. Offerors shall thoroughly examine and be familiar with the City's specifications. The failure or omission of any offeror to receive or examine this document shall in no way relieve any offeror of obligations with respect to this proposal or the subsequent contract. The submission of a proposal shall be taken as prima facie evidence of compliance with this paragraph.
3. Modifications and alternate proposals for the services required may result in the rejection of the proposal as not being responsive to this RFP. Offerors should clearly respond to the requirements of the RFP. Any alternate proposals that are offered should be clearly indicated as such.
5. The Contractor will not discriminate against any employee or applicant for employment because of race, creed, color, sex, disability marital status, ancestry, presence of children, sexual orientation, handicap, national origin or age (except as required by other applicable law).
6. **PRINCIPAL PERSONNEL.** No substitution of principal personnel included in the proposal may occur without written approval of the City of Rye. Replacements for key personnel under the contract must have equivalent professional qualifications and experience as those individuals listed in the proposal. The Consultant must submit written professional qualifications and experience for approval within ten working days prior to replacement.
7. No alterations or variables in the terms of a contract shall be valid or binding upon the City of Rye unless made in writing and signed by the Contract Officer or her authorized agent.
8. It is mutually understood and agreed that the Contractor shall not assign, transfer, convey, sublet or otherwise dispose of its contract, or its right, title or interest therein, or its power to execute such contract, to any other person, firm or corporation, without the previous written consent of the Contract Officer, but in no case shall such consent relieve the Contractor from its obligation, or change the terms of the contract.

9. The contract may be cancelled by the City by written notice of default to the Contractor, upon non-performance or violation of contract terms, and an award made to another offeror. In such event, the defaulting Contractor shall be liable for costs to the City in the amount of the difference between the defaulting Contractor price and the next lowest price.
10. All materials submitted in response to this RFP will become the property of the City of Rye.
11. The City agrees, to the extent permitted by law, to hold all material and information belonging to the offeror, which it deems to be confidential, in strictest confidence.

The Contractor agrees to hold all material and information belonging to the City or the City's agents in strictest confidence and not to make use thereof other than for the performance of contractual obligations, to release it only to employees requiring such information.

12. The Contractor shall perform the final agreement as an independent contractor and shall not be considered an agent of the City nor shall any of the employees or agents of the Contractor be considered sub-agents of the City.
13. The Contractor shall submit invoices on a monthly basis, such statement to include a detailed breakdown of all charges for the period.

Individual contractors shall provide their social security number. Proprietorship, partnerships and corporations shall provide their federal employer identification number with their proposal.

18. Price Adjustments. Prices quoted are to be firm for twelve months after award of a contract. A request for price adjustment is subject to approval or rejection by the Contract Officer. A request for price adjustment from a Consultant will not be approved unless the Consultant submits to the Contract Officer sufficient justification to support the Consultant's request. A request for price adjustment may not be approved which exceeds the amount of the annual percentage change of the Consumer Price Index (CPI) for the twelve-month period immediately prior to the date of the request.

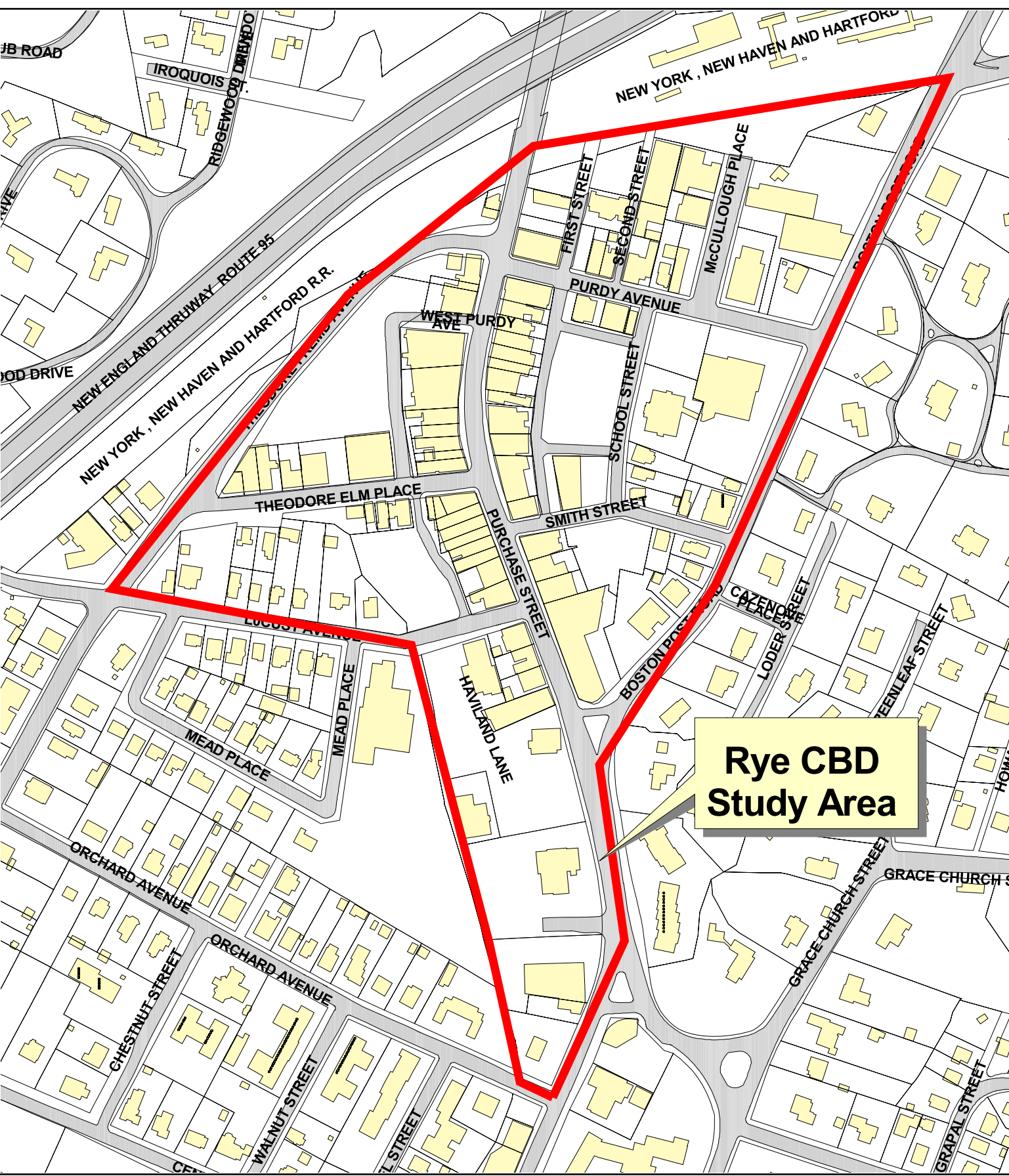


Figure 1: Rye City Central Business District Study Area

200 0 200 Feet

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GIS
Rye, New York
GEOGRAPHIC INFORMATION SYSTEM

Note: This map is intended for general planning purposes only.